

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-2 (Cancelled).

Claim 3 (Currently Amended) A redemption method for ~~providing a redemption system~~ for use with a network promotion system, ~~wherein the network promotion system~~ that provides awards to consumers for participation in promotion programs, the method comprising the steps of:

fb3 receiving at a client-user device award transaction information describing awards earned by the consumers for participation in the promotion programs of the network promotion system; maintaining the award transaction information in an award a transaction history database ~~that contains the award transaction information of a promotion server device~~, the promotion server device being communicable with the client-user device over a network;

receiving a request from a selected consumer using a client-user device to redeem at least a portion of the awards earned by the selected consumer; and

determining an authentication level required from the selected consumer to redeem the at least a portion of the awards, ~~wherein the authentication level is~~ being determined from the award transaction information ~~maintained in the award history database~~ stored in the transaction history database of the promotion server device.

Claim 4 (Currently Amended) The method of claim 3, ~~wherein the step of receiving comprises a step of receiving the award transaction information describing the awards earned by the consumers for participation in the promotion programs~~, wherein the award transaction information includes indications of authentication provided by the consumers.

Claim 5 (Currently Amended) The method of claim 4, wherein the step of receiving comprises the steps of:

providing at least one promotion program to the consumers, wherein at least one consumer participates in the at least one promotion program;

authenticating the at least one consumer to determine at least one indication of authentication from the at least one consumer; and

including the at least one indication of authentication in the award transaction information.

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Claim 6 (Currently Amended) The method of claim 3, ~~wherein the step of maintaining includes a step of maintaining an award history database that contains the award transaction information;~~ wherein the award transaction history database includes indications of authentication associated with the awards earned by the consumers for participation in the promotion programs.

Claim 7 (Currently Amended) The method of claim 6, ~~wherein the step of determining includes a step of determining an authentication level required from the selected consumer to redeem the at least a portion of the awards;~~ wherein the authentication level is determined from the indications of authentication maintained in the award transaction history database.

Claim 8 (Currently Amended) The method of claim 7, ~~wherein the step of determining includes a step of determining the authentication level required from the selected consumer to redeem the at least a portion of the awards;~~ wherein, if the transaction history database indicates that the selected consumer has not provided a high level of authentication, then the authentication level required from the selected consumer will be determined to be the high level of authentication.

Claim 9 (Currently Amended) The method of claim 7, ~~wherein the step of determining includes a step of determining the authentication level required from the selected consumer to redeem the at least a portion of the awards;~~ wherein, if the transaction history database indicates that the selected consumer has provided a high level of authentication, then the authentication level required from the selected consumer will be determined to be a low level of authentication.

Claim 10 (Currently Amended) A redemption system for use with a network promotion system, wherein the network promotion system provides awards to consumers for participation in promotion programs, the redemption system comprising:

a ~~memory~~ transaction history database for storing award transaction information that describes the awards earned by the consumers for participation in the promotion programs of the network promotion system; and

a processor coupled to the ~~memory~~ transaction history database and operable to perform the steps of:

receiving a request from a selected consumer to redeem at least a portion of the awards earned by the selected consumer that are included in the transaction history database; and

determining an authentication level required from the selected consumer to redeem the at least a portion of the awards, ~~wherein~~ the authentication level is being determined from the award transaction information associated with the selected consumer ~~that is and~~ maintained in the ~~award~~ transaction history database.

Claim 11 (Currently Amended) The redemption system of claim 10, further comprising a receiver coupled to the ~~memory~~ transaction history database to receive the award transaction information and to store the award transaction information in the ~~award~~ transaction history database.

Claim 12 (Original) The redemption system of claim 11, wherein the award transaction information includes indications of authentication associated with the awards earned by the consumers for participation in the promotion programs.

Claim 13 (Original) A redemption system for use with a network promotion system, wherein the network promotion system provides awards to consumers for participation in promotion programs, the redemption system comprising:

means for storing award information in a transaction history database, wherein the award information pertains to the awards earned by the consumers for participation in the promotion programs;

means for receiving a redemption request from a selected consumer, wherein the selected consumer requests to redeem at least a portion of the awards earned from participation in the promotion programs;

means for determining from the award information in the transaction history database, an authentication level required from the selected consumer to redeem the at least a portion of the awards.

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Claim 14 (Currently Amended) The redemption system of claim 13, ~~wherein the means for determining is a means for determining the authentication level required from the selected consumer to redeem the at least a portion of the awards;~~ wherein, if the transaction history database indicates that the selected consumer has not provided a high level of authentication, then the authentication level required from the selected consumer will be determined to be the high level of authentication.

Claim 15 (Currently Amended) The redemption system of claim 13, ~~wherein the means for determining is a means for determining the authentication level required from the selected consumer to redeem the at least a portion of the awards;~~ wherein, if the transaction history database indicates that the selected consumer has provided a high level of authentication, then the authentication level required from the selected consumer will be determined to be a low level of authentication.

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Claim 16 (New) A data network system for providing awards to consumers for participation in promotion programs that are accessed through a network, the system comprising:

one or more client-user devices having a client application module for communication over the network;

one or more merchant devices including a merchant application module for communication over the network;

an application service provider device coupled to the one or more merchant devices and having a local database for storing promotional content information, the application service provider device being adapted to distribute the promotional content information to the one or

more merchant devices so that the consumers can participate in the promotion programs at the one or more client-user devices; and

a promotion server device having a communication server module for communication over the network, a transaction history database for storing award transaction information relating to the promotion programs, and a processor coupled to the transaction history database and operable to perform the steps of:

receiving a request from a selected consumer at the client-user device to redeem at least a portion of the awards earned by the selected consumer that are included in the transaction history database; and

determining an authentication level required from the selected consumer to redeem the at least a portion of the awards, wherein the authentication level is determined from the award transaction information associated with the selected consumer that is maintained in the transaction history database.

Claim 17 (New) The data network system of claim 16, wherein the application service provider device further comprises front-end award controls for providing award controls.

Claim 18 (New) The data network system of claim 17, wherein the front-end award controls include consumer authentication, velocity control, and automatic shutdown.

Claim 19 (New) The data network system of claim 16, wherein the promotion server device further comprises back-end control mechanisms for providing notification and redemption controls.

Claim 20 (New) The data network system of claim 19, wherein the back-end control mechanisms include accelerated point expiration, consumer authentication, velocity control, account consolidation controls, and automatic shutdown.

Claim 21 (New) The data network system of claim 16, further comprising an electronic mail provider device for distributing promotional content information to the consumer from the application service provider device.

Claim 22 (New) The data network system of claim 16, wherein the network is an intranet, public network, private network, peer-to-peer system, wide area network, local area network, and the Internet.

Claim 23 (New) The data network system of claim 16, wherein the award transaction information includes indications of authentication provided by the consumers.

Claim 24 (New) The data network system of claim 23, wherein the step of receiving comprises the steps of:

providing at least one promotion program to the consumers, wherein at least one consumer participates in the at least one promotion program;

authenticating the at least one consumer to determine at least one indication of authentication from the at least one consumer; and

including the at least one indication of authentication in the award transaction information.

Claim 25 (New) The data network system of claim 16, wherein the transaction history database includes indications of authentication associated with the awards earned by the consumers for participation in the promotion programs.

Claim 26 (New) The data network system of claim 25, wherein the authentication level is determined from the indications of authentication maintained in the transaction history database.

Claim 27 (New) The data network system of claim 26, wherein, if the transaction history database indicates that the selected consumer has not provided a high level of authentication, then the authentication level required from the selected consumer will be determined to be the high level of authentication.

Claim 28 (New) The data network system of claim 26, wherein, if the transaction history database indicates that the selected consumer has provided a high level of authentication, then the authentication level required from the selected consumer will be determined to be a low level of authentication.

In re Haugen
Application No. 09/637,387
Amendment dated November 28, 2003
Reply to Office Action of August 27, 2003

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Claim 29 (New) The data network system of claim 16, wherein the promotion server device further comprises a receiver coupled to the transaction history database for receiving the award transaction information.

Claim 30 (New) The redemption method of claim 3, wherein the network is an intranet, public network, private network, peer-to-peer system, wide area network, local area network, and the Internet.

Amendments to the Drawings:

The attached sheets of drawing includes changes to Figure 4. This sheet replaces the original sheet. In Figure 4, element 116 has been renumbered to 400.